

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-22 in accordance with the following:

1. (currently amended) An advertising server characterized by comprising:

~~a data-baseddatabase~~ which registers a supplier for providing a first service and users that have contracts with the supplier;

an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a Web page so as to be viewed, that is, for providing a second service; and

an advertisement utilization unit which, in the case when a user is identified as a contractor user of the first service on the ~~data-baseddatabase~~ through the inputted user information, allows the user to view said advertisement on the Web page so as to provide the second service.

2. (currently amended) An advertising server characterized by comprising:

at least, a contractor ~~data-baseddatabase~~ that registers contractors that have subscriber contracts with the newspaper dealer;

an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a Web page so as to be viewed; and

an advertisement utilization unit which, in the case when a user is identified as a contractor user on the ~~data-baseddatabase~~ through the inputted user information, allows the user to view said advertisement on the Web page.

3. (currently amended) The advertising server according to claim 1, characterized in that ~~wherein~~ said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said Web page.

4. (currently amended) The advertising server according to claim 1, characterized in thatwherein said advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. (currently amended) The advertising server according to claim 1, characterized in thatwherein, when a user views said advertisement on the Web page, said advertisement utilization unit gives a privilege offered by a newspaper dealer or an advertiser to the user viewing said advertisement.

6. (currently amended) The advertising server according to claim 1, characterized in thatwherein said advertisement utilization unit stores advertisement selection information specified and desired by a user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. (currently amended) The advertising server according to claim 1, characterized in thatwherein, based upon a linking request specified by a user, said advertisement utilization unit makes a link to the publicized Web page of the advertiser.

8. (currently amended) The advertising server according to claim 1, characterized in thatwherein, based upon a linking request specified by a user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on the same chain in a different area.

9. (currently amended) The advertising server according to claim 1, characterized in thatwherein said advertisement utilization unit automatically edits a Web page dedicated to a user based upon advertisement selection information specified by the user, and stores the resulting data, or downloads the data to the user device.

10. (currently amended) The advertising server according to claim 1, characterized in thatwherein said advertisement utilization unit stores advertisement selection information specified by a user, and upon receiving a visiting request from the user, automatically edits a Web page dedicated to the user based upon said advertisement selection information thus stored, and allows to user to visit the page.

11. (currently amended) The advertising server according to claim 1, characterized in thatwherein said advertisement preparation unit places local information other than advertisements, such as bulletin boards and link collections on said Web page, and said advertisement utilization unit publicizes local information to contractor users and non-contract users of said ~~data-based~~database.

12. (currently amended) The advertising server according to claim 1, characterized in that wherein upon receipt of a visiting request from a non-contract user not registered in the data basedatabase, said advertisement utilization unit presents an application page for newspaper subscriber contract.

13. (currently amended) The advertising server according to claim 1, characterized in that wherein said advertisement utilization unit retrieves contractor users who need to update the contract from the data-baseddatabase, and displays the necessity of updating the contract at the time of visiting said Web page.

14. (currently amended) The advertising server according to claim 1, characterized in that wherein based upon a request for preparation of a guide map including the current position specified by a user and the destination indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said Web page, or downloads it to the user device.

15. (currently amended) The advertising server according to claim 1, characterized in that wherein said advertisement utilization unit transmits an ordering request for an advertised commodity from a user to the advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. (currently amended) The advertising server according to claim 1, characterized in that wherein based upon the request from the user, said advertisement utilization unit prints an advertisement placed on said Web page on paper media, and distributes the resulting advertisement.

17. (currently amended) The advertising server according to claim 1, characterized in that wherein said advertisement utilization unit registers visiting information of the user for each advertisement visit, surveys the advertisement utilization state by retrieving said data basedatabase after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of the results of the survey, and determines and settles an advertisement publishing fee based upon the results of the survey.

18. (currently amended) An advertising method using a server, characterized by comprising:

~~a registering step of registering in a data basedatabase a supplier for supplying a first service and users having contracts with the supplier;~~

~~an advertisement preparation step of preparing an advertisement requested from the~~

advertiser and of placing the advertisement in a Web page to allow it to be viewed, which is a second service;

~~allowing an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data-based database through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.~~

19. (currently amended) A program characterized by allowing a computer functioning as a server to execute:

~~a registering step of registering in a data a supplier for supplying a first service and users having contracts with the supplier;~~

~~an advertisement preparation step of preparing an advertisement requested from the advertiser and of placing the advertisement in a Web page so as to be viewed, which is a second service; and~~

~~allowing an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data-based database through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.~~

20. (currently amended) A program characterized by allowing a computer functioning as a server of a newspaper dealer to execute:

~~a registering step of registering at least contractors having subscriber contracts with a newspaper dealer in a data-based database;~~

~~an advertisement preparation step of preparing an advertisement requested by an advertiser and of placing it in a Web page; and~~

~~allowing an advertisement utilization step in which, in the case when a user is identified as a contractor on the data-based database through the inputted user information, the user is allowed to view the advertisement on said Web page.~~

21. (currently amended) A recording medium that is read by a computer and that stores a program, ~~and characterized by~~ allowing a computer functioning as a server to execute:

~~a registering step of registering in a data-based database a supplier for supplying a first service and users having contracts with the supplier;~~

~~an advertisement preparation step of preparing an advertisement requested from the~~

advertiser and of placing the advertisement in a Web page to allow it to be viewed, which is a second service; and

~~allowing an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data-based database through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.~~

22. (currently amended) A recording medium that is read by a computer and that stores a program, ~~and characterized by~~ allowing a computer functioning as a server of a newspaper dealer to execute:

~~a registering step of registering at least contractors having subscriber contracts with a newspaper dealer in a data-based database;~~

~~an advertisement preparation step of preparing an advertisement requested by an advertiser and of placing the advertisement in a Web page; and~~

~~allowing an advertisement utilization step in which, in the case when a user is identified as a contractor on the data-based database through the inputted user information, the user is allowed to view the advertisement on said Web page.~~